

Executive Registry
75-370

14 JAN 1975

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MEMORANDUM FOR: Director of Central Intelligence

VIA : Deputy Director for Administration

FROM : Director of Personnel

SUBJECT : Modified 100 Universities Program

REFERENCES : 1. D/Pers memo to DCI, same subject,
dtd 19 Oct 73

2. D/Pers memo to DDM&S, same subject,
dtd 27 Apr 73

1. Action Requested: The Office of Personnel requests that the Modified 100 Universities Program not be implemented this academic year as originally approved by the Management Committee. It is further requested that the concept of the 100 Universities Program (the large scale orientation of groups of university administrators, faculty and/or students) be abandoned in favor of more selective approaches to "image building" in the academic community.

2. Basic Background:

(a) During the period of 1963 to 1965, a series of public relations programs were conducted in which senior officials, accompanied by field recruitment officers [redacted]

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[redacted] addressed groups of faculty and administrators at most of the important colleges and universities in the United States. The objectives of these programs were to improve the Agency's image in the academic community and to stimulate the referral of high quality students for employment consideration. The first objective was apparently achieved. There was never convincing evidence that the second objective was achieved. The program was suspended in 1966 when student protests

on a number of campuses suggested that continuation of the program could lead to incidents detrimental to the Agency.

(b) In the Spring of 1973, thought was given to reinstituting the program in modified form. As then proposed, it was suggested that opportunities be developed to speak to classes, seminars, faculty groups, and student organizations, particularly at the graduate level. It was established that neither Recruitment Officers nor [] were then in favor of a return to the original form of the program for, among other reasons, it would undoubtedly lead to harassment by dissident students and would be patently a self-serving activity. At the 1 June 1973 meeting of the Management Committee, the modified plan was approved for possible gradual implementation in the Fall.

(c) In October 1973, the Office of Personnel requested that the Modified 100 Universities Program not be implemented that academic year as originally approved but that it be reexamined a year later after a full assessment of the campus climate could again be made. That assessment has now been completed.

3. Staff Position: Agency recruiters and DCD representatives who call on colleges and universities are still apprehensive that an Agency-initiated program would be regarded as self-serving and could lead to hostility not only from students but also from faculty and administrators. On the other hand, recruiters often receive unsolicited invitations to address specific groups on campus. For example, our Texas-based recruiter was invited recently to address the aerospace engineering students at Texas A&M University. He asked Headquarters to identify an employee concerned with aerospace analysis who could be available to join him. A mid-level OWI Officer, who is, himself, an Aerospace Engineer, participated in this presentation. The following day they addressed the science and engineering students at Prairie View A&M University (a traditionally black school) on the general topic of technological careers in CIA. From the point of view of the Office of Personnel, this kind of precise targeting is the better way to enhance the Agency's image.

4. Further, there really is no immediate need for a full-blown academic orientation program to attract qualified applicants. Between recruiter academic contacts and "write-in" traffic as a

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